

## Exhibit Construction Guidelines Summary

All exhibits must be confined to the space limits of their respective booth(s) as indicated on the floor plan. All equipment, products, or materials to be displayed or demonstrated must be placed within the exhibit space in order to ensure that the attendee viewing the exhibit will stand within said booth space and not in the aisles. All exposed parts of displays must be finished to present an attractive appearance when viewed from the aisles or from adjoining exhibits. Exhibits not conforming to these specifications or are otherwise found objectionable in the opinion of the 340B Coalition, will be prohibited. The 340B Coalition reserves the right, in the best interest of the exhibit, to relocate selected space in areas other than that selected by exhibitor.

Every exhibit space should allow for visibility of surrounding spaces. The booth guidelines below are set forth to ensure this standard is both understood and adhered to.

## Linear Booth

Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

### Dimensions

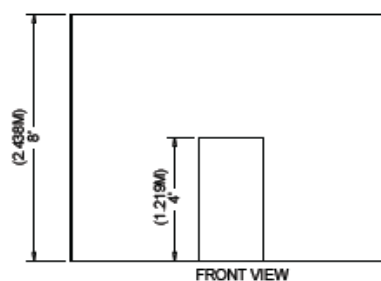
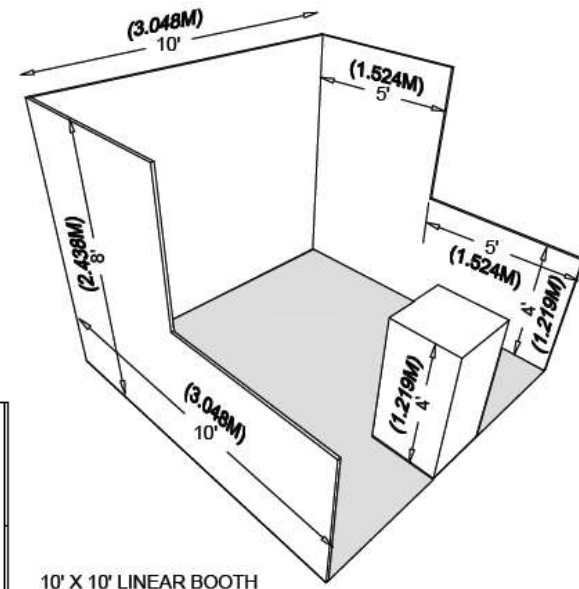
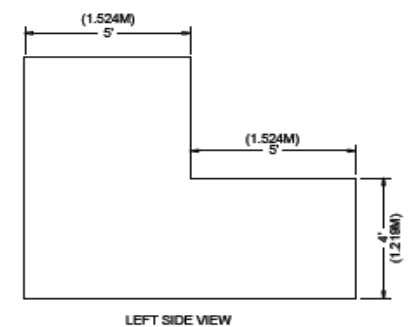
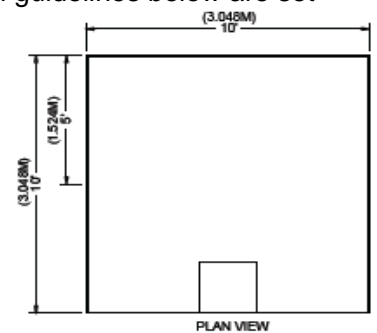
For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

### Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

## Corner Booth

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.

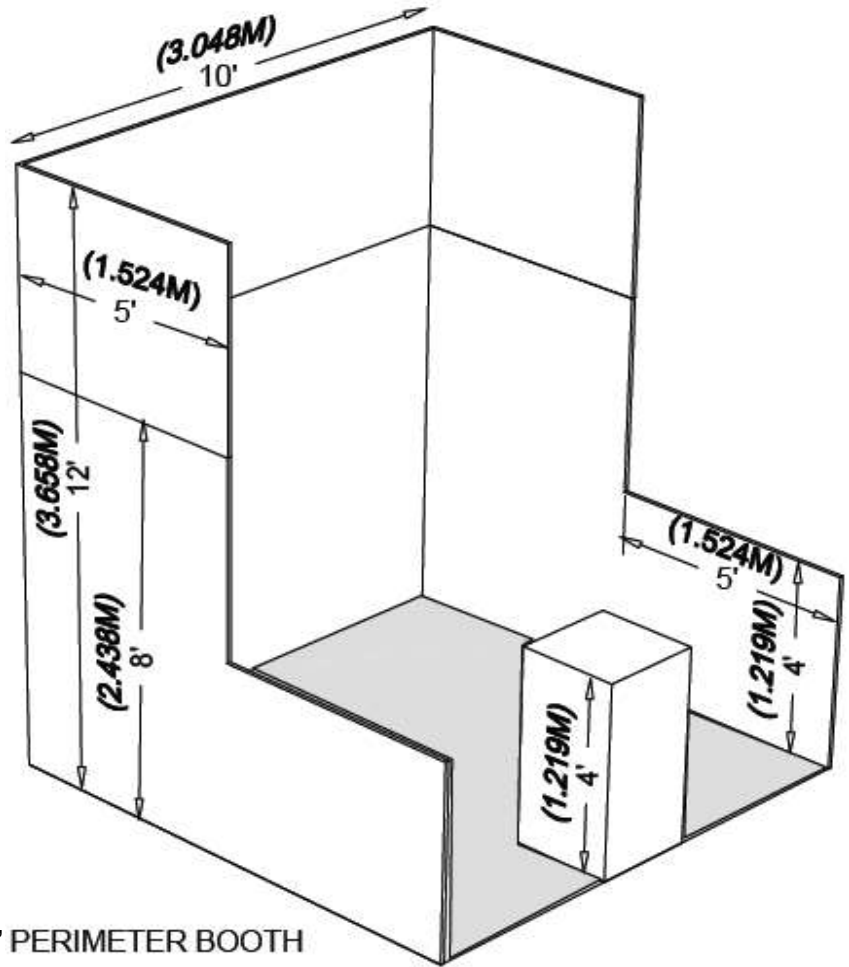
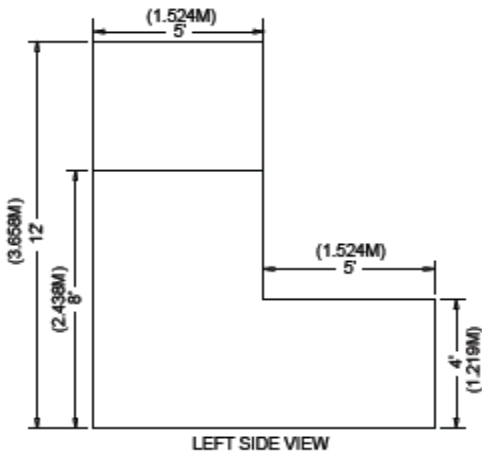
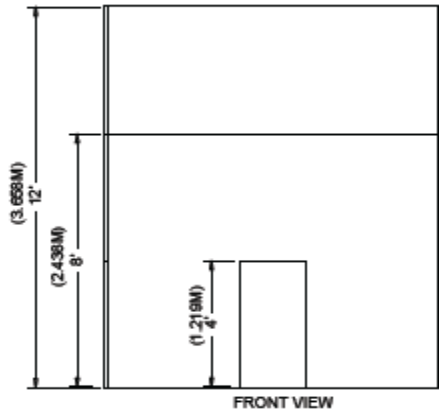
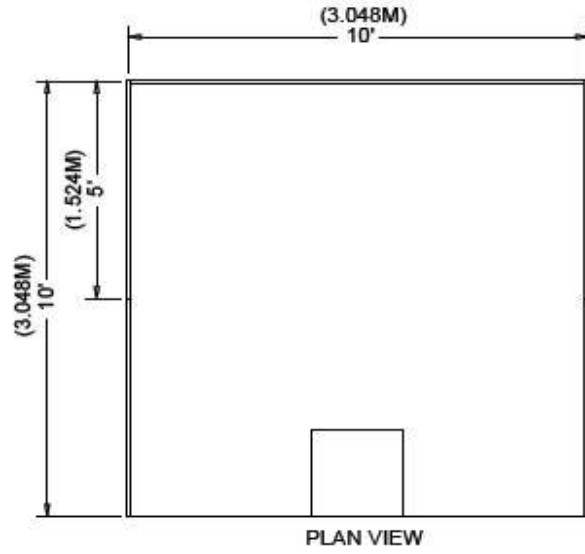


# Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

## Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m).



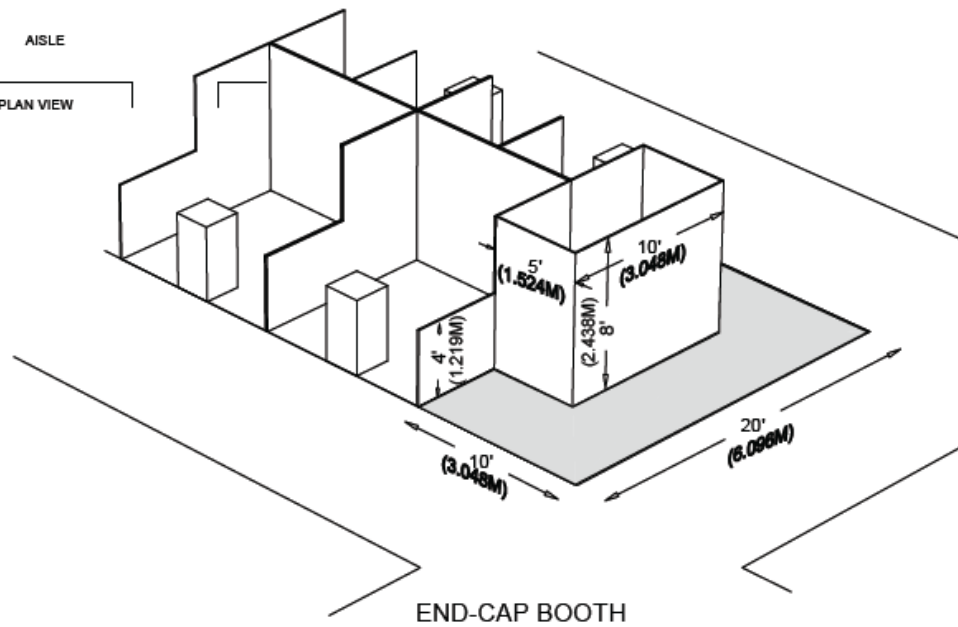
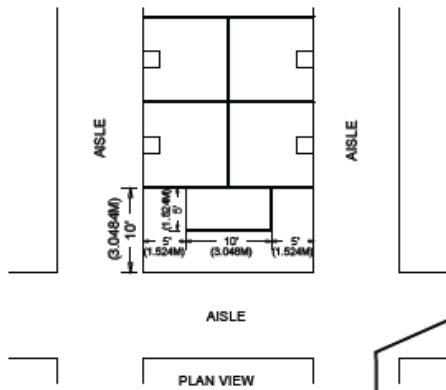
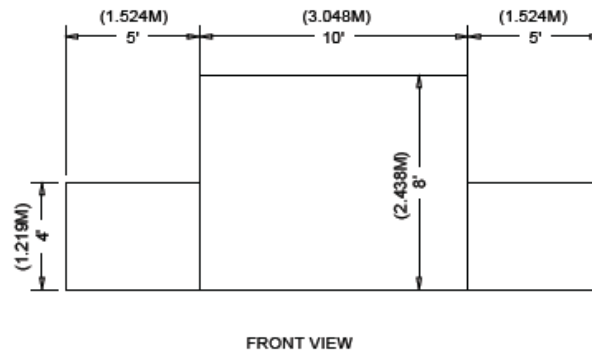
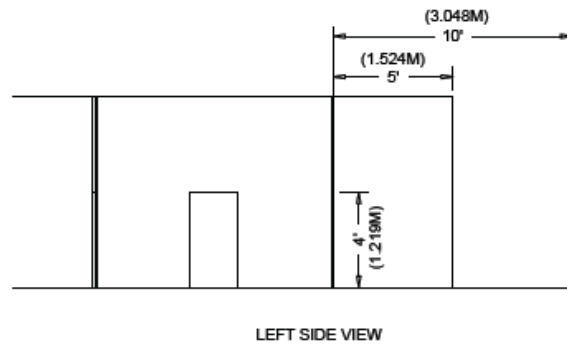
10'x10' PERIMETER BOOTH

# End-cap Booth

An End-cap configuration is essentially an in-line (linear) booth placed in the position of a Peninsula or Split Island. This configuration must follow the dimensions below.

## Dimensions

End-cap booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back-wall height allowed is 8ft (2.44m) and the maximum back-wall width allowed is 10ft (3.05m) at the center of the back-wall with a maximum 5ft (1.52m) height on the two side aisles. Within 5' of the 2 side aisles, the maximum height for any display materials is 4'.

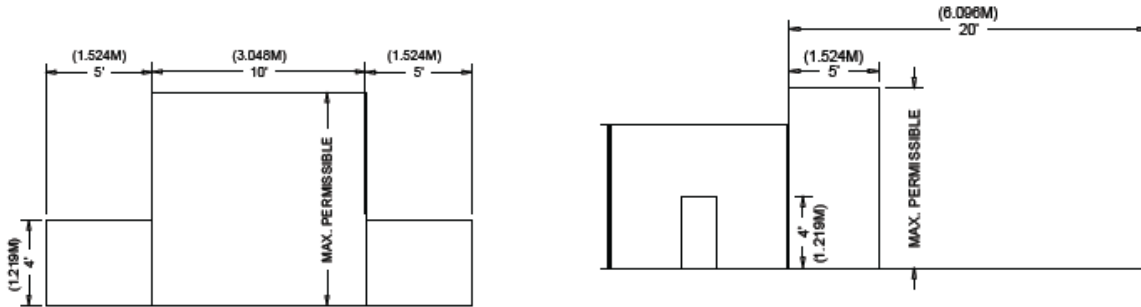
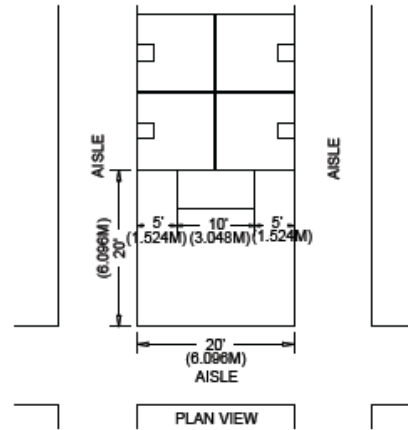


# Peninsula Booth

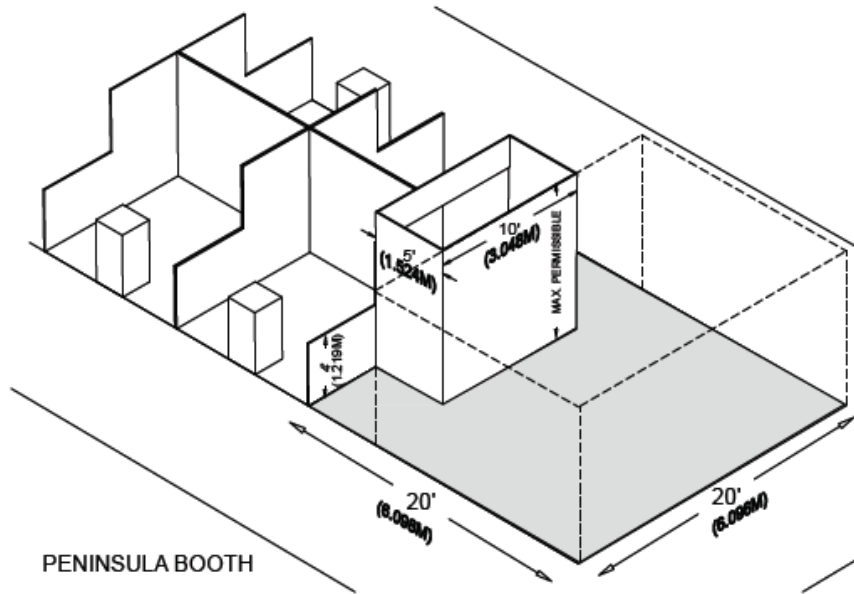
A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

## Dimensions

A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. (See Line-of-Sight exception on page 7.) A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.

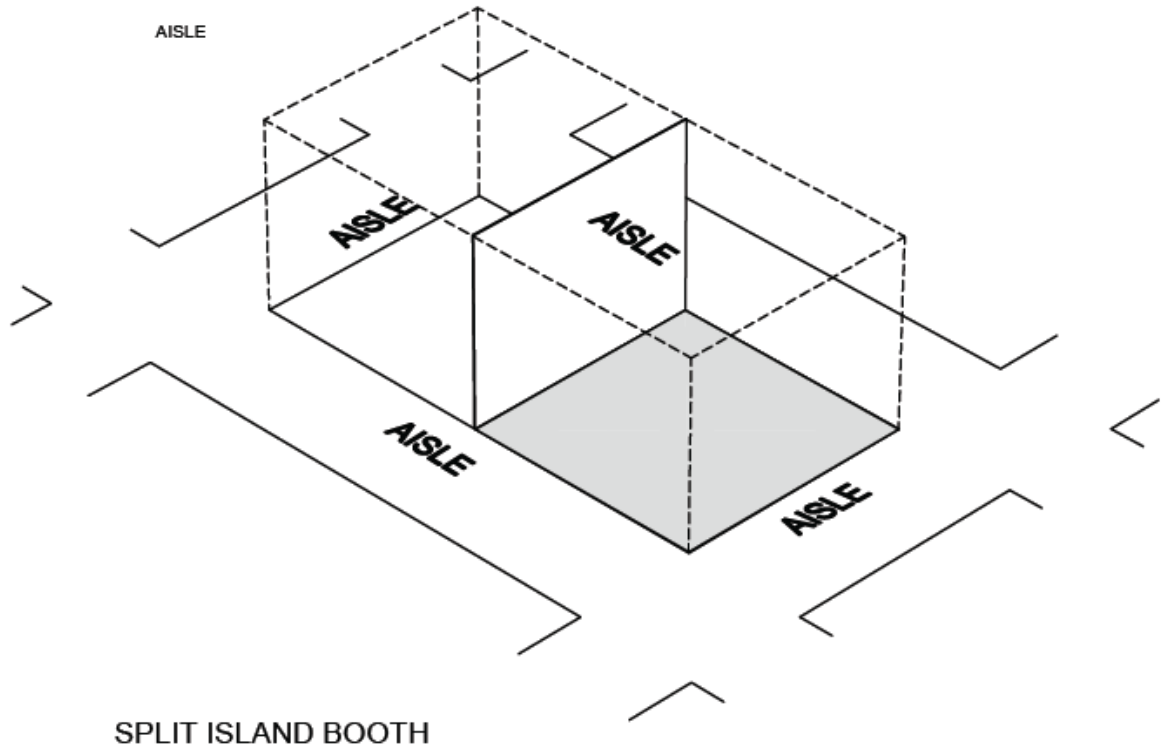
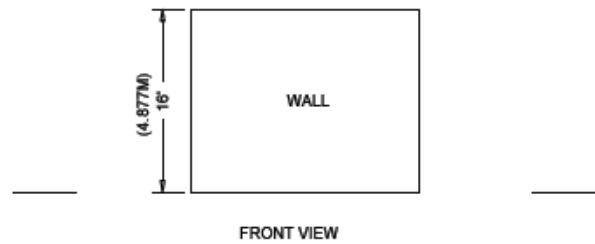
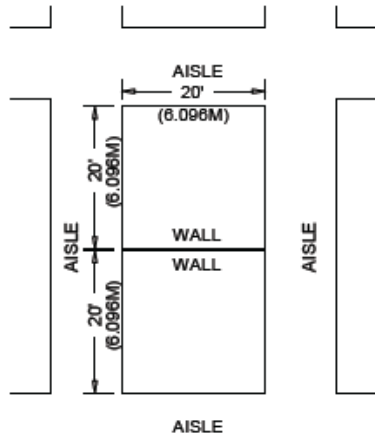
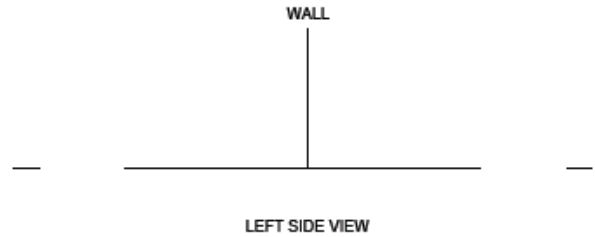


FRONT VIEW



## Split Island Booth

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage. The entire cubic content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.



## Island Booth

An Island Booth is any size booth exposed to aisles on all four sides.

### Dimensions

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently.

### Use of Space

## Island Booth

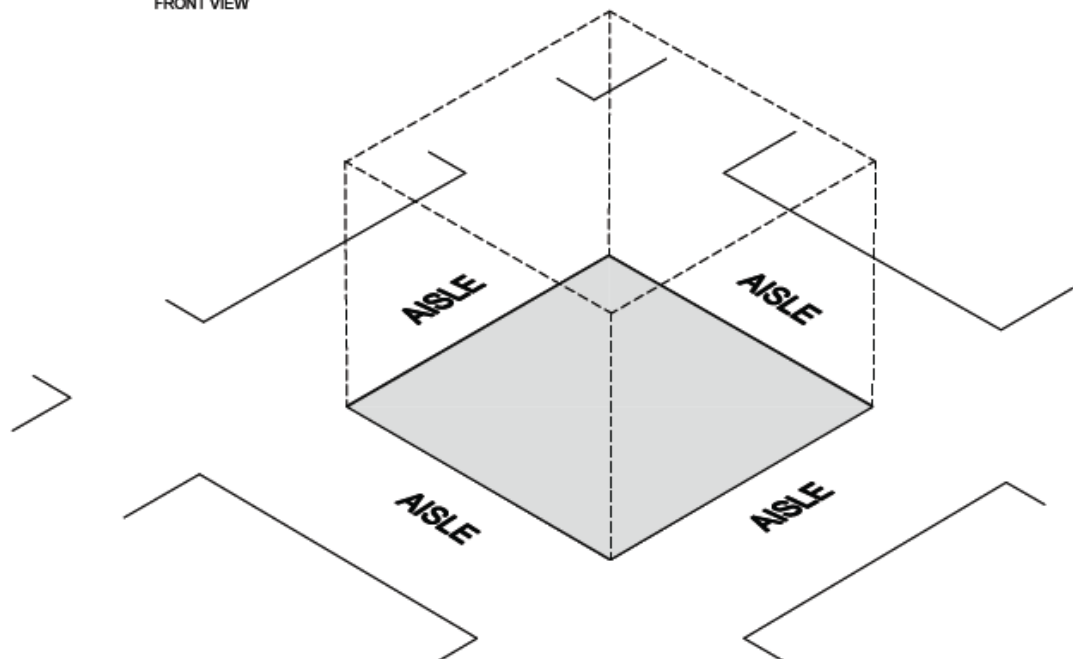
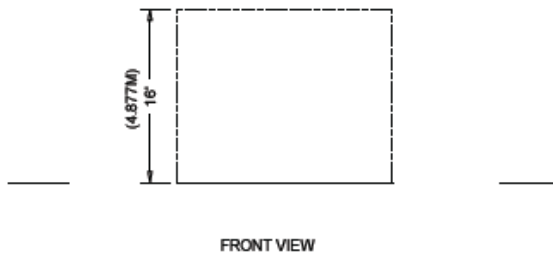
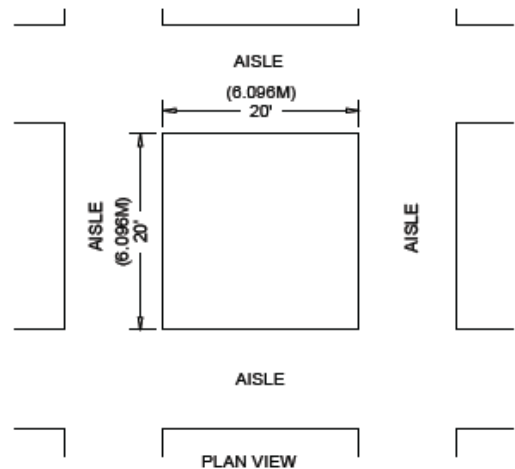
An Island Booth is any size booth exposed to aisles on all four sides.

### Dimensions

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently.

### Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.



## Extended Header Booth 20ft (6.10m) or Longer

An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.

### Dimensions and Use of Space

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft

